

July 29, 1996

To: All Region Operation Managers

Subject: Alternative Delivery to VAP Survey Request

A task force has been created with home office and field sales personnel to review and recommend alternative delivery methods to the VAP delivery process when VAP is not possible. During our first meeting, it was decided that we need standard alternative delivery processes that all regions can use and that the regions should not be responsible for developing their own delivery processes when VAP does not work. Our goal is to have an alternative delivery process in pilot by the 1st quarter of 1997. In order to help the task force proceed, we need your help with following issues related to national promotion delivery.

We need to know the magnitude of non-VAP promotion delivery.

- Please provide a count of your total retail account universe that receives national workplan promotions.
- Please provide a count of your non-vapped retail account universe. This can include accounts that are currently on VAP but another process would work better due to lack of consistent performance by the direct account.

We need to know why direct accounts do not currently participate in VAP.

- Please provide a list of problems and/or reasons why direct accounts do not participate in VAP.

The task force discussed the issue of SKU's packed in a display with POS that cannot be displayed at retail due to counter space limitations, etc.

- Please provide any additional comments or reasons to this problem.
- Please provide a percentage of displays that are not placed at retail as compared to your total number of accounts.

Your immediate assistance is requested. Please e-mail Chris Minner with your responses to these questions by Friday, August 10, 1996. If you have any questions about the information requested, please give me a call @ x1642.

Chris Minner

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